

CHAPTER I

INTRODUCTION

The first chapter is divided by some subject matters. In this chapter the researcher explains about some In this chapter, the researcher explains about the background of the problem, limitation of problem, statement of problem, operational definition, and organization of writing.

A. BACKGROUND OF PROBLEM

Reading activity sometimes can be interesting. Reading can be done if it is suitable to what people expect from some books or it is interesting if it consists of something that gives people pleasure and freshness. Because in reading we always move our eyes and also use our mind (Soedarso, 2004: 4). In a reading, it can be seen as process of re-creating the text in the reader's mind (Walter, 1982: 1). So, it can be something fresh.

The example of pleasurable reading is reading magazine. Magazines are classified into certain purpose, for instance: woman magazine, man magazine, political magazine, business magazine, teenager magazine, children magazine, magazine about pat, magazine about plant, and so on. Magazine consists of many informations in written or picture form. One of the example of information is advertisement. Nearly, in every magazine, there is an advertisement. Reading advertisement is also sometimes pleasurable. Advertisement is interesting since its language is authentic and up to date (Luctavage, 1992: 34). Chee wrote that advertisements are creative (1994: 155). It becomes the reason why advertisement is interesting.

Magazine pictures are also usually authentic and colourful, especially advertisements. Most of them are photographs, as clear and attractive as the publisher can print them (McAlpin, 1980: 12).

Advertisement is one of communication activity. It is used by vendor to offer their products to costumers. Advertisement is one of method to know the product of vendor such as commodity, service, or concept to public (Schindler, 1970:79 in Periklanan by Kustadi Suhandang).

The message of seller is sent by advertisement with a language by one media (Kasali, 1992: 9). It means that media save many messages for the reader. Automatically, advertisement becomes a part of human life which has big influence. For example cosmetic advertisement, it shows beautiful girls, the good sample of product who will make a reader interesting, and unique slogan.

According to Jefkins in his book that actually slogan is created by advertisement maker to send vendor's message fast (Periklanan, 1996: 20). The researcher assumes that slogan of cosmetic advertisement in magazine is suitable enough to analyze, because not all of the people especially the reader can understand the meaning of slogan.

When the vendor makes one advertisement, they try to send their message to costumer by language. Language in advertisement is not merely common language. The language that is used in advertisemet is very carefully chosen to have special effect. The word will create images as well as convey information, and often there will be more than one meaning of some expression.

One of the example of cosmetic advertisement which become research material is "Lux Body Lotion". It has slogan "Brings out the star in you". That

advertisement shows a beautiful girl who uses lux, sexy, and red dress, she is standing in the cat walk. She looks like a superstar, she is sullen, and shows her shawl. Based on the description which happens in the cosmetic advertisement, the researcher have purposes, they are:

1. When you used lux body lotion you will become superstar like that beautiful girl in the advertisement, in any case you will become superstar for yourself;
2. If you regard yourself as a superstar, so you have to use lux body lotion.

Based on phenomenon above, the researcher wants to try to analyze the language of cosmetic advertisement in English magazines by semantics approach with contextual meaning observation that has a purpose to know the meaning which comes up in the cosmetic advertisement. So, it can be meant that contextual meaning is the meaning of a word in one context where it is connected with the condition such as the place, time, and environment (Chaer, 1995: 290).

While about the reason of the choosing media, because the researcher thinks that mass media is the right choice to analyze advertisement. According to Peni as a lecture in the one of university in Indonesia that mass media is the one media which has characteristic of static and it is so special to offer the visual message (Peni, Iklan Media Cetak, available at <http://peniused.vox.com/library/post/kegiatan-belajar-1-iklan-mediacetak>).

B. LIMITATION OF PROBLEM

Based on the identification, the researcher limits the problem to some texts of advertisement magazines which appear contextual meaning. They are,

Lancome Paris and Lux Body Lotion's advertisement in Glamour Magazine, Dior' Advertisement in Good Housekeeping Magazine, Revlon Colour Stay, Avon Eye Lift, OPI Nail Laquer, and Joico's Advertisement in Next Magazine, Palmolive and Pond's Exfoliating Towelettes's Advertisement in Self Magazine, Elizabeth Arden, SK-II, Vitasence's Advertisement in The Singapore Women's Weekly magazine, Olay Body Lotion, Ouidad, Nair, Biore, VOS Miracle Mist, Olay Daily Facials in Marie Claire Magazine, Clearasil Ultra, Murad, Clean & Clear, Vaseline Dry Skin Lotion, Covergirl Mascara, Neutrogena Foaming Scrub's Advertisement in Lucky Magazine, Rimmel Lipstick, Dove Volumizing Mousse, Ulta, and Aveeno's Advertisement in Instyle Magazine, Clearasil's Advertisement in Dolly Magazine, and Witch in Cleo Magazine.

C. STATEMENT OF PROBLEM

In order to reach the purpose of the research, the researcher has to decide the problem that will be investigated. According to Alwasilah, what we find in research is moved by some questions which disturb inner feelings of researcher. While according to Arikunto (1998: 19), to enable the research to be conducted appropriately, a researcher should formulate the problem as clearly as possible. In relation to the explanation above, this research is done to find answer of these following questions:

1. What kind of meaning that usually appears in cosmetic advertisements?
2. What cosmetic advertisements that have contextual meaning within?

D. THE PURPOSE AND SIGNIFICANCE OF RESEARCH

1. The Purpose of Research

According to Djuharie that in the purpose of research, the researcher has to be consistence with the statement of problem. So, by exploring such identifications above, then, this research has two purposes, they are:

- a. To find the text of cosmetic advertisement which has contextual meaning.
- b. To explain about the meaning which is contained in the text of cosmetic advertisement.

2. The Significance of Research

The significance of this research consists of two kinds:

- a. For the development of linguistics, especially semantics, this research is expected that with the appearing of advertisements will enrich the knowledge in semantics field. Because advertisement can be used to teach language and literature because of its unique language.
- b. For the development of advertising field. By this research, it will result the clear image about contextual meaning which is formed by cosmetic advertise

E. ORGANIZATION OF WRITING

This research is divided into five chapters. The first chapter is introduction. In this chapter the researcher explains about the background of the poble, statement of problem, limitation of problem, operational definition, the purpose and significance research, and organization of writing.

The second chapter is theoretical review. In this chapter the researcher relates about subject matters, they are: about language which is divided into the definition and function, and then about semantics which is divided into the definition, function, kinds of semantics, the relation between semantics and meaning. About contextual meaning as the grand theory, the next about advertisement as the research object which divided into the definition, purpose, structure, and the language of advertisement.

The third chapter is methodology. In this chapter the researcher divides methodology into method of research, data of research, data resource, technique of collecting data, and the steps of data analysis.

The fourth chapter is the analysis of the contextual meaning of advertisement language in english magazines. In this chapter the researcher will answer the statement of problems, they are: the meaning of cosmetic advertisements and cosmetic advertisements that have contextual meaning.

And the fifth chapter consists of conclusion of the whole analysis and suggestion for better understanding.

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